

ABSTRACT

A system, apparatus, and methods for facilitating a sales team to create, populate, and maintain a customer sales knowledgebase. The customer sales knowledgebase may be used to by sales people in developing a sales strategy, for example identifying key people within a customer entity for a particular sales pitch and determining how to approach key people. The knowledgebase may be utilized as a present transaction resource or for aggregating customer data for use by other members of a sales team. After sales people interact with key persons within the customer entity, the knowledgebase provides a common repository for sharing customer impression data, detailing which sales strategies were successful and to what extent the sales strategies were successful. Furthermore, the knowledgebase may also be used by corporate decision makers or sales managers for sales to facilitate sales forecasts and determine which customers to target.